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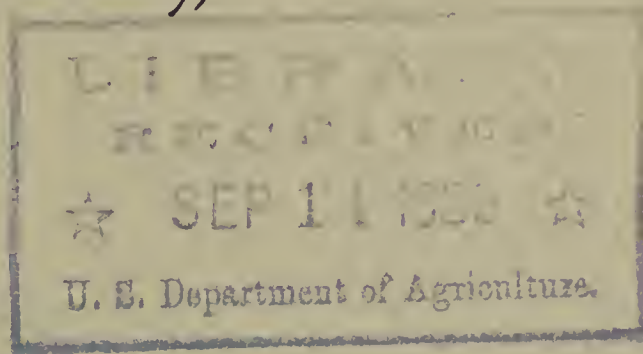


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# DAY LILIES

## HEMEROCALLIS

*(Beauty of the day)*



FALL 1939

SPRING 1940

LEONARD HOWARD

32 Smythe Avenue, Dunbar  
GREENVILLE, SOUTH CAROLINA

## *My Plants*

You will read elsewhere in this catalogue what some of my customers have written me about my plants. These letters have all been unsolicited. My plants are well grown and reasonably priced. They are dug fresh for each order and they would satisfy me if I were the buyer instead of the seller.

## *My Terms*

My terms are cash with order. Where an order amounts to three dollars, or over, except in the case of plants sold for naturalizing, carrying charges will be prepaid. Unless you wish shipment to be made at a later date your order will be dug and shipped within twenty-four hours from the time order is received.

## *My Guarantee*

My plants are guaranteed to arrive in good condition and to be true to name. If you have any losses within a period of six months from the time an order is received, and you feel that the fault is mine, I will replace the plants, provided you pay the carrying charges on the replacement. Simply notify me within six months from the time you receive shipment and if you think I am at fault no questions will be asked. My motto is "The customer must be pleased."

## *Hemerocallis*

The common daylily or *hemerocallis*, to use its botanical name, is widely known. It was brought to this country by early settlers and it has increased abundantly. However the only daylilies known to many American gardeners are *Flava* the old fashioned lemon lily and *Fulva Europa* the reddish orange wayside lily.

In recent years great strides have been made in hybridizing, with the most amazing results, so that today it is possible to obtain a collection of *hemerocallis* which will give a succession of blooms from Spring to Autumn with colors ranging from pale yellow through orange to red, and heights from one to five feet. Many of the blooms have a pleasing fragrance.

One of the outstanding characteristics of daylilies is their sturdy habit of growth. No insect or disease has been known to injure them. They grow well in full sun or partial shade in any part of the country. Truly, *hemerocallis* is becoming one of America's favorite perennials.

### *Naturalizing the Daylily*

Gardeners are becoming increasingly interested in naturalistic planting of daylilies. They lend themselves well to this type of planting. Their hardiness, attractive foliage and the fact that after they have become established they require so little care, make it possible to use them effectively in locations unsuited to other types of perennials.

Hybrid daylilies for this purpose can be supplied at \$20.00 a hundred, fifty at the hundred rate, express collect. One or more varieties, of my selection, will be sent labelled. *Flava* and *Fulva Europa* will not be included. Light or dark shades will be sent upon request.

## *Unsolicited Approval*

### FLORIDA.

"You are most generous in the size of your plants. They came in excellent condition."

### IOWA.

"The plants came Friday. Am well pleased with them. I want to thank you very much for the nice plants."

### NEW YORK.

"The lilies arrived in fine condition and I want to thank you for the nice large plants."

### OHIO.

"I have your collection of Hemerocallis and am more than pleased with them."

### PENNSYLVANIA.

"Your plants were so thrifty and came through in such fine condition that I am very much pleased with them. They are growing very well."

### SOUTH CAROLINA.

"We were well pleased with your Hemerocallis."

### VIRGINIA.

"The Hemerocallis I bought from you last fall have been very successful. Gold Dust surprised me by being a good fall bloomer, now having a fine second blooming."

### WEST VIRGINIA.

"I was so delighted with my first order that I am enclosing check for your new offer."



- AJAX.** (Müller) 2½ feet. June. Brilliant orange apricot flowers. Very floriferous. Evergreen foliage. One of the largest of the June\* blooming varieties. 50 cents—5 at 40 cents.
- AMARYLLIS.** (Betscher) 3 feet. July. Large golden yellow flowers, five inches in diameter, with broad, recurving petals. Heavy substance. An excellent garden variety. 50 cents.
- ANNA BETSCHER.** (Betscher) 3 feet. July-August. Lovely five inch blossoms of Empire yellow. Very floriferous. One of the ten best. \$1.00.
- APRICOT.** (Yeld) (A. M. R. H. S.) 2 feet. May. One of the oldest of the early blooming hybrids which has never been surpassed. Medium sized blooms of a light apricot orange. Excellent form. True stock scarce. 50 cents—5 at 40 cents.
- AUGUST PIONEER.** (Stout) 3 feet. August. Chrome-orange with outer half of petals delicately flushed red. The three and a half-inch blooms appear in great profusion on slender, strong scapes which are well branched. \$3.50.
- BAGDAD.** (Stout) 4 feet. June-July. A five inch, richly colored flower. A combination of several rich colors. The brown and red tones make this variety both distinctive and desirable. One of the ten best. \$2.00.
- BARONI.** (Müller) 3 feet. July-August. Trumpet-shaped lemon yellow flowers. Very floriferous. A fragrant evening bloomer. 50 cents—5 at 40 cents.
- BAY STATE.** (Betscher) 4 feet. July-August. Brilliant and glistening deep yellow flowers with a five and one-half inch spread. Very persistent bloomer. 35 cents—5 at 30 cents.
- BIJOU.** (Stout) 2 feet. June-July. A hybrid of multiflora parentage. Orange, strongly overcast rich deep red. The two and one-half inch flowers are borne in clusters. A new type among daylilies. \$3.00.

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\*The blooming periods indicated are for the northern states.

- BOUTONNIERE. (Stout) 3 feet. July-August. Decidedly small flower, as the name implies. Blooms have a two and a half-inch spread with wide open, overlapping and recurving petals. Sepals almost clear yellow but petals are light rosy peach with trace of mid-stripe; general effect somewhat bicolor. Similar to Bijou but in lighter shades. \$3.00.
- CHENG TU. (Stout) 3 feet. August-September. A lovely blending of red and yellow, deepening to an intense red in the throat. Spread 4½ inches. Pleasingly recurved. \$3.00.
- CHRYSOLORA. (Perry) 3 feet. July-August. The sulphur-apricot, star-like blossoms are very attractive. \$1.50.
- CINNABAR. (Stout) 2½ feet. July-August. Delicate shades of brownish red, sprinkled cinnamon and strongly gold glistening. Throat is cadmium yellow. Flowers have a five-inch spread. Extra long blooming season. 75 cents.
- CIRCE. (Stout) 40 inches. July. Medium sized, clear yellow flowers on erect, freely branched stalks. A splendid garden variety. \$4.00.
- CISSY GUISEPPI. (Perry) 3 feet. July-August. Deep coppery rose-red. 60 cents.
- CRESSIDA. (Betscher) 3 feet. July-August. Large, full, spreading. A rich orange with tinge of fulvous. Very attractive. 75 cents.
- DAUNTLESS. (Stout) 2 feet. July. Pale cadmium yellow with greenish throat. Pastel shades well blended. Full 4½-inch flowers. Fragrant. \$3.50.
- DAWN. (Perry) 3½ feet. July-August. Large bell-formed flowers nearly five inches across, pretty shade of rose buff, sulphur petals tipped crimson. \$1.50.
- D. D. WYMAN. (Betscher) 3 feet. July. Golden yellow flowers with a tawny splash on the petals. Six-inch spread. Free blooming. 50 cents.
- DUMORTIERII. 18 inches. May-June. Clear orange flowers. Buds are brownish red, with color persisting on the back of the flowers. 35 cents.
- E. A. BOWLES. (Perry) 4 feet. June-July. This flower has narrow petals, wide open reddish-orange, blended with paler orange. Distinct and worthwhile. \$1.00.



ESTMERE. (Yeld) 2 feet. May-June. Pale apricot yellow of pleasing tone. Buds and back of petals brown. Plant has numerous arching sprays of blooms. This variety, which is very lovely, lends grace and charm to the iris border. 40 cents—5 at 35 cents.

FESTIVAL. (Stout) 4 feet. July. Petals orange, with reddish brown tinges. The blades of the petals are nearly English red, with darker veins. Flowers have about a four inch spread. Vigorous and robust, much branched scapes. \$3.50.

FLAMID. (Yeld) 2½ feet. June. Brilliant orange yellow flowers. 35 cents.

FLAVA. 3 feet. May-June. Lemon-yellow. Fragrant. The old fashioned Lemon Lily. 25 cents.

FLORHAM. 3 feet. June. Large, fragrant, rich yellow flowers. A great addition to the border. 60 cents.

FULVA EUROPA. 3 feet. July. Reddish orange. The old wayside daylily. 25 cents.

FULVA CLONE MACULATA. (Maculata Daylily) 3 feet. July. Large, 5½-inch flowers, bold outcurving coppery-orange, shaded crimson. 75 cents.

FULVA ROSEA. 3½ feet. July-August. The flowers are a clear rose pink and are borne on tall graceful stalks. \$9.00.

GEORGE YELD. (Perry) 3½ feet. July-August. Large, deep yellow flowers, six inches in diameter, with a splash of deeper color on the petals. Perry considers this one of his finest introductions. One of the ten best. \$1.50.

GOLD DUST. 24 to 30 inches. May-June. One of the best of the early flowering varieties. The upstanding scapes are covered with a profusion of bright yellow flowers. The buds and reverse of petals are brown. 30 cents—5 at 25 cents.

GOLDEN BELL. (Wallace) (A. M. R. H. S.) 3 feet. June-July. Trumpet-shaped, pale apricot-orange flowers; very full and of fine substance. 50 cents.

GOLDEN DREAM. (Betscher) 3 feet. July. Flowers are full, rich deep orange. One of the ten best. \$1.50.

GOLDENI. (Betscher) 3 feet. July. Deep golden yellow flowers with a spread of about four and one-half inches. Vigorous and distinct. 40 cents—5 at 35 cents.

- GOLD IMPERIAL. (Perry) 3 feet. July-August. Rich golden orange with broad petals that are waved and crinkled. Large flowers, long blooming season. \$1.00.
- GOLD STANDARD. (Perry) 3 feet. July-August. Rich canary yellow flowers, four inches in diameter. Vigorous and free flowering. Fragrant. 50 cents.
- GRACILIS. 12 to 18 inches. May. A dainty lemon yellow dwarf with grass like foliage. Excellent for the rock garden. 35 cents.
- GYPSY. (Betscher) 4 feet. Late July. Flowers are a rich deep orange with a four and one-half inch spread. Stems and foliage strong. Lovely. 50 cents—5 at 40 cents.
- HANKOW. (Stout) 3½ feet. July-August. A Fulva type from Hankow, China. The flowers are large, wide spreading, 5½ inches across. Rich yellowish orange blossoms with a bold scarlet eye-zone in the petals. \$3.50.
- HARVEST MOON. (Betscher) 3 feet. July. Clear, orange sherbet flowers five inches in diameter. Graceful and lovely. 75 cents—5 at 65 cents.
- HIGH BOY. (Gray and Cole) 5 feet. August. Large, pale yellow flowers on tall graceful stems. \$1.50.
- HIPPEASTRUM. (Perry) 3 feet. June-July. Large lemon yellow, star-like, flowers. Fragrant. Does well in partial shade. 50 cents.
- HYPERION. (Mead) (A. M. R. H. S.) 3½ feet. July-August. Exceptionally large blooms, seven inches, of a soft canary yellow. Fine form and substance. Very fragrant. Considered by many the finest hemerocallis ever introduced. One of the ten best. 60 cents.
- IMPERATOR. (Perry) 4 feet. July-August. Large, star shaped, flowers with a six-inch spread. Rich orange red, lined with sulphur. A lovely English hybrid. \$1.50.
- IRIS PERRY. (Perry) 3½ feet. July-August. A lovely flower that defies description. Wide open blossoms with a five and one-half inch spread. Recurving petals. Orange yellow, overlaid salmon, which in the sunlight, appears to be sprinkled with gold dust. An outstanding garden variety with a long blooming period. \$1.00—5 at 85 cents.

- J. A. CRAWFORD. (Betscher) (A. M. R. H. S.) 4 feet. June-July. Large blooms, six and one-half inches. Apricot and cadmium yellow, borne on stout stems. A splendid garden variety. Fragrant. 40 cents—5 at 35 cents.
- J. R. MANN. (Betscher) 3½ feet. July-August. A large frosted flower of buff and orange. Excellent substance and a good garden variety. 40 cents.
- J. S. GAYNOR. (Yeld) (A. M. R. H. S.) 4 feet. July-August. Very vigorous. Flowers 4½ inches diameter, wide, open funnel-shaped, soft orange apricot; petals broad, thick, margins wavy. Scented. \$2.50.
- KWANSO FLORE PLENO. 4 feet. July-August. Fulvous red on orange, yellow throat. The old fashioned double daylily. 25 cents.
- LADY FERMOY HESKETH. (Perry) (A. M. R. H. S.) 4 feet. July-August. Canary yellow overlaid apricot. \$1.00.
- LEMON KING. (Betscher) 3½ feet. July-August. A splendid garden variety. The pale lemon yellow flowers have heavy, wax-like, fluted petals. Five inches in diameter. Very long blooming season. 50 cents.
- LEMONA. (Betscher) 4 feet. July-August. Pale lemon yellow flowers with a four and one-half inch spread. 40 cents.
- LINDA. (Stout) 30 inches. July. Large flowered. Golden yellow crinkled petals, cinnamon-flecked in contrast with bright yellow sepals. Red eye on petal blends well with the pale pastel shades. \$3.50.
- LUTEOLA MAJOR. 3 feet. July-August. Tall, well formed, stalks with bright yellow flowers. 35 cents.
- MARGARET PERRY. (Perry) (A. M. R. H. S.) 4 feet. July-August. Brilliant flame-red with cadmium yellow throat and conspicuous yellow line through the center of each petal and sepal, producing a star-like effect. Five and one-half inch spread. A vigorous grower and profuse bloomer over a long period. 50 cents—5 at 40 cents.
- MARY FLORENCE. (Betscher) 3 feet. June-July. A lovely creamy yellow with a pink undertone. A charming variety. Quite distinct. \$3.00.
- MIDAS. (Stout) 3½ feet. June-July. The five-inch flowers are a clear glowing orange. This variety was a favorite with the late Franklin B. Mead. Excellent form. \$2.00.



- MIDDENDORFI. (A. M. R. H. S.) 2 feet. May-June. Orange yellow. Fine for the front of borders. 25 cents.
- MIKADO. (Stout) 3 feet. July-August. Rich orange with a large spot of mahogany red in each petal. Five inches in diameter. Striking and unusual. Mikado has placed first twice and second once in the three annual polls of Hemerocallis specialists. \$1.00.
- MINOR. 18 inches. June. A pleasing chrome yellow. Dainty flowers and grass-like foliage. Fine for the rock garden. \$1.00.
- MODESTY. (Betscher) 3 feet. June-July. The five-inch blooms are a light buttercup yellow. It has a long blooming season, is very floriferous and is a wonderful garden variety. Lovely and rare. \$1.00.
- MRS. A. H. AUSTIN. (Betscher) 3 feet. July-August. Deep golden-yellow flowers with a six-inch spread. The heavy texture and long blooming period make this a very desirable variety. 75 cents.
- MRS. W. H. WYMAN. (Betscher) 3 feet. August. This variety is very free flowering and lovely. A pale, glistening yellow with delicately curved petals. 50 cents—5 at 40 cents.
- HEMEROCALLIS MULTIFLORA. 2 feet. August-September. The clear, orange flowers are the smallest of the Daylily species. Excellent for rock gardens or the front of the border. The foliage becomes rich reddish-brown in winter. \$3.50.
- MULTIFLORA SUMMER HYBRIDS. (Stout) 3 feet. July-August. "The many flowered hybrid." Numerous small clear orange flowers are borne in clusters over a long period. Graceful and distinctive. \$1.50.
- OPHIR. (Farr) (A. M. R. H. S.) 4½ feet. July-August. Long, trumpet-shaped blooms, with a six-inch spread. Clear, orange yellow. Very floriferous and long lasting. Fragrant. One of the ten best. 75 cents—5 at 65 cents.
- ORANGEMAN. 2 feet. June-July. Similar in stature and habit of growth to Estmere, but flowers are a deeper shade. Very floriferous. Fine for the front of the border. 35 cents—5 at 30 cents.

PATRICIA. (Stout) 3 feet. June-July. Pale yellow, with tinge of lemon-chrome and greenish throat. Five inches in diameter. Fragrant and lovely. One of the best ten. \$2.00.

QUEEN MARY. (Perry) 3½ feet. June-July. The large, deep yellow flowers bloom over a long period. Outstanding among the early blooming varieties. \$3.00.

QUEEN OF MAY. (Van Tubergen) 3 feet. June. Wide open blossoms of a lovely shade of pale apricot orange. Six-inch spread. Free bloomer and good substance. Fragrant. 50 cents.

RADIANT. (Yeld) (A. M. R. H. S.) 3½ feet. July-August. Clear, pure orange flowers, with a spread of five inches. A well-named variety which Mr. Yeld considers one of his best introductions. 75 cents.

RAJAH. (Stout) 3½ feet. July-August. Delicate, orange blooms with a conspicuous eye zone of garnet brown. A more brilliant and later Mikado. \$3.00.

ROYAL. 3 feet. June-July. A Japanese variety. The rich, golden-yellow flowers have a spread of four to five inches, are fragrant and of very heavy texture. A splendid garden variety. 50 cents.

SERENADE. (Stout) 3½ feet. June. Very light pastel shades of yellow and pinkish red. Petals twisted and crinkled with faint halo. The medium large flowers are borne on tall stiff stems. \$2.00.

SIEBOLDI. 3 feet. May-June. Rich yellow, wide open flowers. 75 cents.

SIR MICHAEL FOSTER. (Müller) 3 feet. June-July. Funnel-shaped, large, six-inch flowers. Apricot yellow. Petals ruffled. Fragrant. 50 cents.

SIRIUS. (Yeld) 2½ feet. June-July. (A. M. R. H. S.) The flowers are wide funnel-shaped, rich orange with a faint red tinge. Petals charmingly crinkled and margins wavy. Long blooming period. \$1.00.

SONNY. (Stout) 3 feet. July-August. Pale yellow flowers of thick firm substance. Does well in hot weather. Very fine. \$4.00.

- SOUDAN. (Stout) 3 feet. July. Clear empire-yellow, gold glistening, the broad, overlapping petals have wavy margins. Medium-large flowers. A decidedly worthwhile variety. \$1.50.
- SOVEREIGN. (Yeld) (A. M. R. H. S.) 2 feet. June. Pale chrome-yellow flowers  $3\frac{1}{2}$  inches in diameter. Similar to Gold Dust, but paler. 50 cents.
- SUNNY WEST. (Sass) 4 feet. July-August. Large canary-yellow flowers of good substance. An excellent garden variety. One of the ten best. \$3.00.
- TANGERINE. (Yeld) (A. M. R. H. S.) 20 inches. May. A clear, deep shade of orange darker than Middendorfi. An excellent variety for the rock garden. \$1.00.
- THE GEM. (Betscher) 3 feet. July-August. Rich, deep orange yellow flowers. Well named. 30 cents—5 at 25 cents.
- THUNBERGI. 3 feet. July-August. Buttercup yellow. Fragrant. Does extremely well in partial shade. Very floriferous. 30 cents—5 at 25 cents.
- VESTA. (Stout) 30 inches. July. Deep orange flowers, with a glistening gold sheen. Four and one-half inch spread. Holds up well in hot weather. \$1.50.
- VISCOUNTESS BYNG. (Perry) 4 feet. July-August. Soft, silvery background overlaid with pale coppery rose. The open, well-shaped flowers are very attractive. \$2.00.
- VULCAN. (Stout) 3 feet. July. Even-toned maroon flowers with faint golden brown midrib, four-inch spread, golden yellow throat. Petals ruffled. \$3.50.
- WAU-BUN. (Stout) 3 feet. July-August. The blooms are large, light cadmium yellow, over which there is a delicate sprinkling of very faint fulvous red. The twisted character of the petals makes this a lovely and interesting variety. One of the ten best. \$1.50.
- WINSOME. (Yeld) (A. M. R. H. S.) 3 feet. June-July. Pale, creamy yellow, wide-open flowers. A dainty and fragrant variety. Considered by Mr. Yeld one of his best introductions. \$1.00.



UN-NAMED VARIETY (Double Hemerocallis). 3 feet. July-August. It is not possible to give the name of this variety. It was found growing in a garden in South Carolina, having belonged to the family for many years. The plant should really be classed as triple, rather than double. It has three distinct sets of petals and sepals, all of which lie back evenly. The color is orange, overlaid rose, with a splash of deeper rose on each petal and sepal. A golden yellow throat lights up the flower, which has a tiny cup-like center. Quite distinct and worthwhile. \$1.50.

*A. M. R. H. S. indicates variety has been given an award of merit by the Royal Horticultural Society of England.*

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## *Planting Instructions*

The soil should be thoroughly pulverized and a hole dug large enough to comfortably accommodate the roots of the plant which should be spread out, not bunched together. The plant should be thoroughly watered at frequent intervals until it has become well established. Any high grade fertilizer suitable for perennials will be satisfactory. The main difference between the daylily and the average perennial is that it is far hardier and requires less attention. It, of course, is not indestructible and while it will grow in poor soil, it expresses its gratitude when given reasonable care and good food, by repaying the gardener with a greater abundance of beautiful blooms and more rapid growth.

## *Special Top Ten and Next Eight Selection*

For the past three years a poll has been conducted among growers of hemerocallis to determine which of the daylilies were considered of highest rating among specialists.

Below will be found two collections: The leading ten varieties and the next eight. Those marked with an asterisk have placed among the first ten in each of the three polls.

### *The Top Ten*

Mikado*	\$1.00
Patricia	2.00
Hyperion*	.60
Ophir*	.75
Anna Betscher	1.00
Golden Dream*	1.50
Wau Bun*	1.50
George Yeld*	1.00
Bagdad	2.00
Sunny West	3.00

*A \$14.35 value for \$12.00*

### *The Next Eight*

Margaret Perry	\$ .50
Cressida	.75
Bijou	3.00
Mrs. A. H. Austin	.75
J. A. Crawford	.30
Modesty	1.00
D. D. Wyman	.50
Goldeni	.40

*A \$7.20 value for \$6.00*

## *Special All-Season Collections*

I am offering below three collections each of which will give you blooms from early Spring until Fall.

### *Pale Yellows*

Apricot .....	\$ .50	Lemon King .....	.50
Estmere .....	.40	Modesty .....	1.00
Gold Standard .....	.50	Mrs. W. H. Wyman..	.50
Gracilis .....	.35	Thunbergi .....	.30
J. A. Crawford .....	.40		

*A \$4.40 collection for \$3.25*

### *Deeper Shades*

Ajax .....	\$ .50	Goldeni .....	.40
Bay State .....	.35	Gypsy .....	.50
D. D. Wyman .....	.50	Iris Perry .....	1.00
Florham .....	.60	Middendorfi .....	.25
Gold Dust .....	.30		

*A \$4.40 collection for \$3.25*

### *Mixed Colors*

Amaryllis .....	\$ .50	J. R. Mann .....	.40
Bay State .....	.35	Lemona .....	.40
Gold Dust .....	.30	Margaret Perry .....	.50
Harvest Moon .....	.75	Orangeman .....	.35
J. A. Crawford .....	.40	The Gem .....	.30

*A \$4.25 collection for \$3.25*

